



Tourism & Events Department
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**To: Sherry Henry, Chairperson
 Tourism Development Commission**

From: Steve Geiogamah, Tourism Development Manager

Date: November 16, 2021

Subject: Event Venue Fee Program

At the May 18 TDC meeting, the commission recommended the FY2021/22 event venue fee program along with other city event funding programs. Program objectives are reviewed periodically to ensure objectives are being met.

To remain competitive in the tournament sports market, staff is recommending an increase in the event venue fee program maximum amount from \$5,000 to \$10,000.

Considerations for increasing the maximum available amount include increased field fees, which have increased by 17%, and the average field cost for a multi-day tournament which averages more than \$10,000.

The following shows the current and proposed room night requirements based on the current average room rates.

	Room Nights	Avg. Rate	Room Revenue	Tax	Tax Revenue
Current	362	\$ 207.96	\$ 75,281.52	0.0665	\$ 5,006.22
Proposed	713	\$ 211.14	\$ 150,542.82	0.0665	\$ 10,011.10

Three out of five FY2020/21 program participants would have qualified for the maximum amount of \$10,000.

Potential Options

Pending TDC discussion, the following are options for consideration:

- 1) Recommend proposed room night requirement of 713 to receive the program maximum funding of \$10,000.

- 2) Take no action or additional event program evaluation.
- 3) Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.